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ALEXANDRA JAPAN



MANUFACTURED

by

MITTINEAGUE

PAPER

COMPANY

MITTINEAGUE

MASS.

U.S.A



655,53 M69a

Alexandra Japan

DECKLE EDGE

| No. | Weight | Color | Finish | Code |
|------------|-----------------|-------|---------|--------|
| 7 2 | 50 lbs. | Cream | Antique | Saito |
| 73 | 50 lbs. | Cream | Plate | Nishi |
| 74 | 50 lbs. | White | Antique | Goto |
| 76 | 50 lbs. | White | Plate | Hirata |
| 34 | 7 0 lbs. | Cream | Antique | Kuroki |
| 35 | 70 lbs. | Cream | Plate | Nogi |
| 36 | 70 lbs. | White | Antique | Togo |
| 37 | 7 0 lbs. | White | Plate | Komura |
| 38 | 90 lbs. | Cream | Antique | Oyama |
| 39 | 90 lbs. | Cream | Plate | Nodzu |
| 40 | 90 lbs. | White | Antique | Kodama |
| 41 | 90 lbs. | White | Plate | Oku |

25x38 size; Deckle Edges long way of the sheet; 500 sheets to the ream and wrapped in half ream packages. Special sizes and weights made in ton lots or more of a kind.

Dummies for determining bulking qualities and sheets for proving purposes furnished upon application.

Mittineague Paper Company

The "STRATHMORE QUALITY" Mills

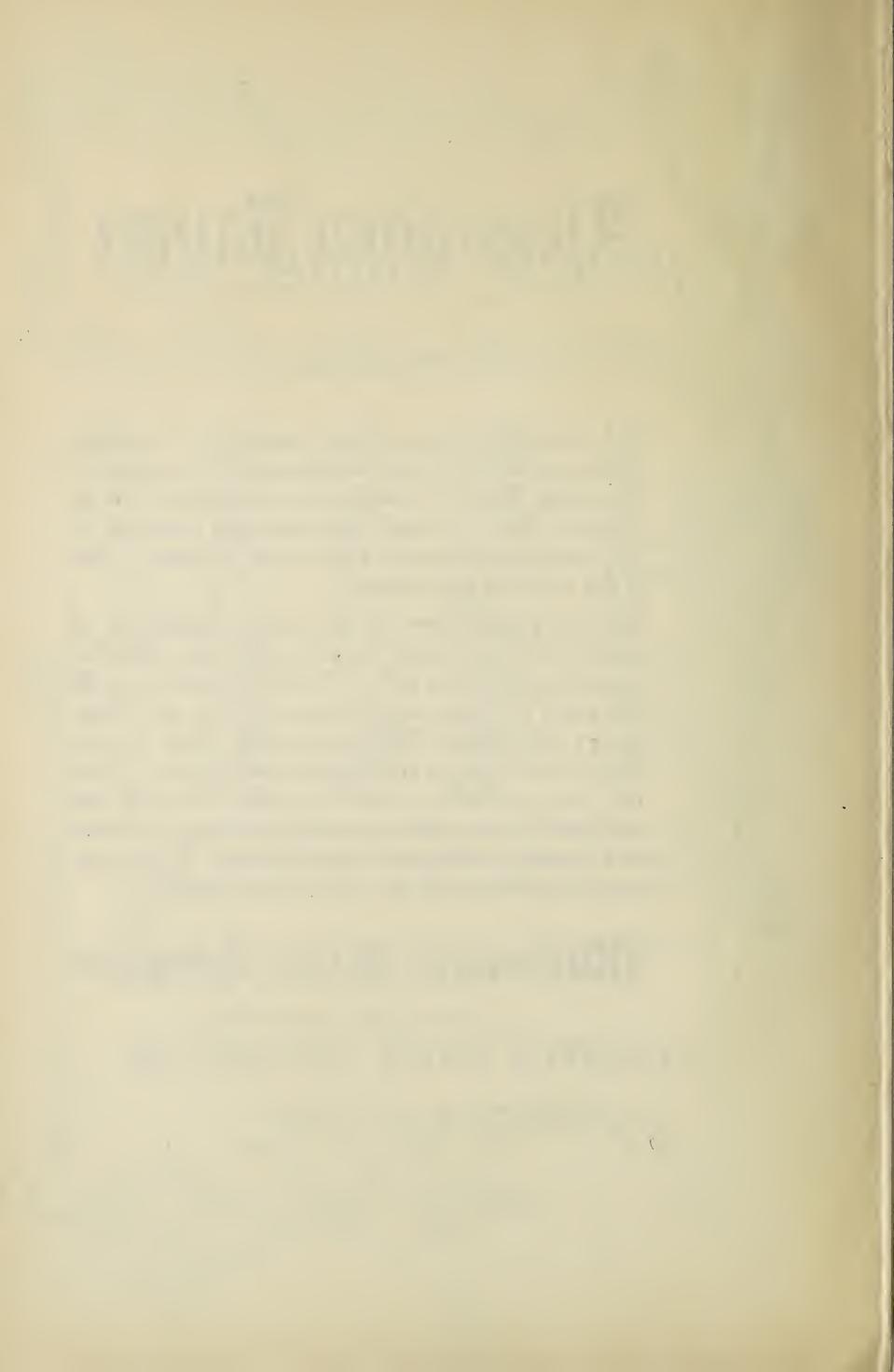


(A Publishing House of long standing and enviable reputation wrote us when we showed them samples of Alexandra Japan: "It is quite the nicest thing for an imitation Japan we have ever seen, and you may be very sure we will consult you further in regard to this at the very first opportunity."

These people know. If you know anything at all about this class of stock you will appreciate what they say is what should be said. We could never have made this paper anywhere near as good did we not manufacture strathmore Japan, than which there is none other equal or similar in a machine made paper. These two give practically a complete range—the best and medium grades—with an excellent assortment of items, and supplying nearly every requirement. If you want something different in any way we can make it.

Mittineague Paper Company

The "STRATHMORE QUALITY" Mills











From "My Enemy---the Motor," Copyright, 1908, by John Lane Co., N. Y.



FORTY NINTH ANNUAL REPORT OF THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES



FOR THE YEAR ENDING
DECEMBER THIRTY FIRST
1908

Design and Plates by W. C. Popper & Co., N. Y.



SHALL sail for Europe within a few days on a special mission in the interests of the patrons of the American Machinest. My orders are to visit every Machine Tool importing country, find opportunities for the introduction of American tools and to investigate and report on every agency, and to in every way help in the promotion of our foreign trade.

The American Machinist people give me *carte blanche* and mighty little other instruction.

You will hear from me in a general way through the paper, but if there is any specific thing you want done, or to know about, do not hesitate to ask me.

I will be in the saddle, so to speak, so send letters through the home office, 505 Pearl Street, New York—they will reach me promptly.

Yours very truly, J. W. CARREL.

New York, Nov. 1, 1909.

(Courtesy Hill's Print Shop, New York)
(Set in The H. C. Hansen Type Foundry's Caslon Old Style No. 2)





HE muff. The name itself has something about it that savors of the delicate, downy, and voluptuous.

From this little nest, warm and satiny, where the pretty, but chilly little hands bury themselves in the silk lining, carrying with them a handkerchief of lace, a bottle of perfumed candies, a bouquet of double violets, or a tender love letter; a thousand things rise up and unfold themselves before us, the recollections of our youth at home and the caressing sensations of our first truant loves.





TWO POINTS ABOUT ALEXANDRA JAPAN

Notice for one thing the similarity of the two sides of the sheet in the Antique finish, any weight, White or Cream, ALEXANDRA JAPAN. There is no "wrong" side. That's the case with all the "Strathmore Quality" Book and Cover Papers, but not so with all other makes.

Another thing; the Antique finish is a handsome finish, not merely a good printing surface. It has a distinguishable character and adds beauty to the printing.

These are points that mean value and advantage, but they do not cost more in ALEXANDRA. There are other points, too. Just look at the paper; that's the best way.

MITTINEAGUE PAPER COMPANY THE "STRATHMORE QUALITY" MILLS



From "The Lonesome Trail"
Published by The John Lane Co., N. Y.
Copyright 1907, by John G. Neihardt

Overlay by Mechanical Chalk Relief Overlay Co., N. Y.





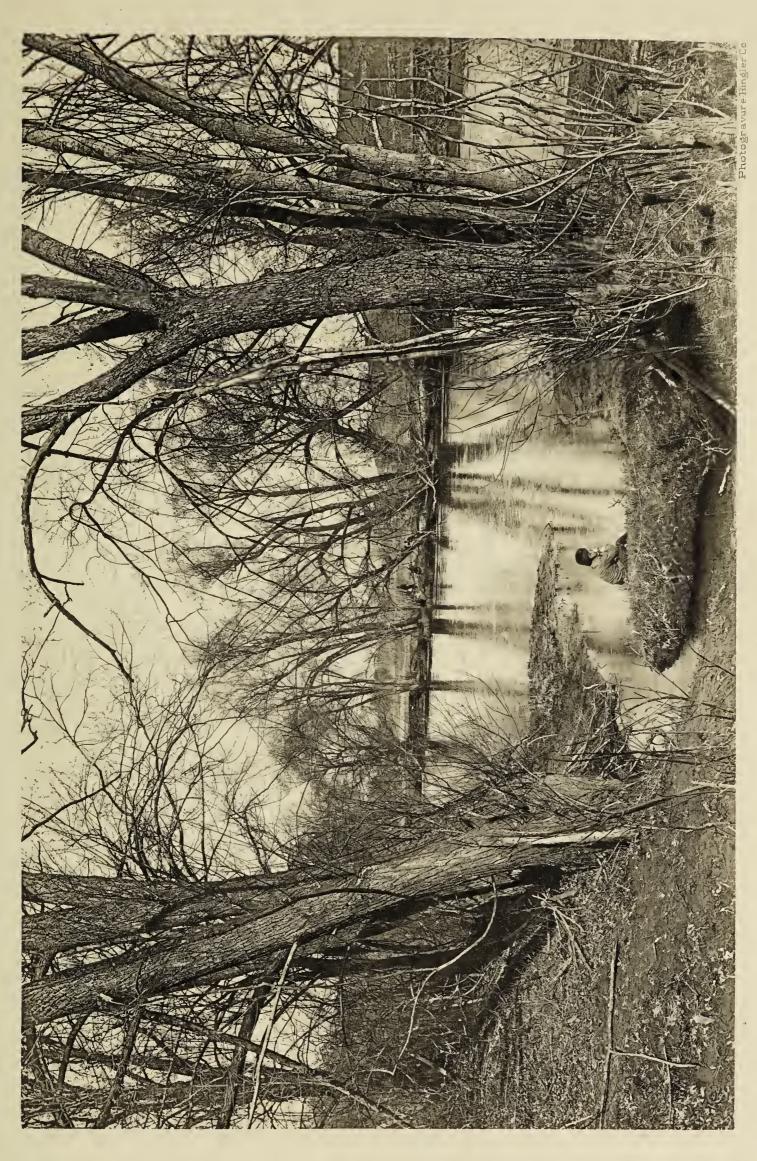




Plate Printing on Alexandra Japan

The show on the sheet preceding a photogravure which well illustrates the practicability and advantages of Alexandra Japan for hand plate work as a whole. Of course in addition to photogravure this includes steel engraving, process engraving, etchings and mezzotints all of which have been tried out.

Whether the subject is one of contrast in light and shade where the deep, velvety black and the clear, distinct, sharp impression bringing out detail is required, or a subject of a soft character giving delicate, luminous and transparent tones, the paper will be found in every way to meet all requirements. The general run of papers do not produce these results; the fine tones are frequently lost; the blacks appear muddy and the subject flat.

We will gladly, and so will our Agents, send sample sheets of any or all items of ALEXANDRA JAPAN for testing.



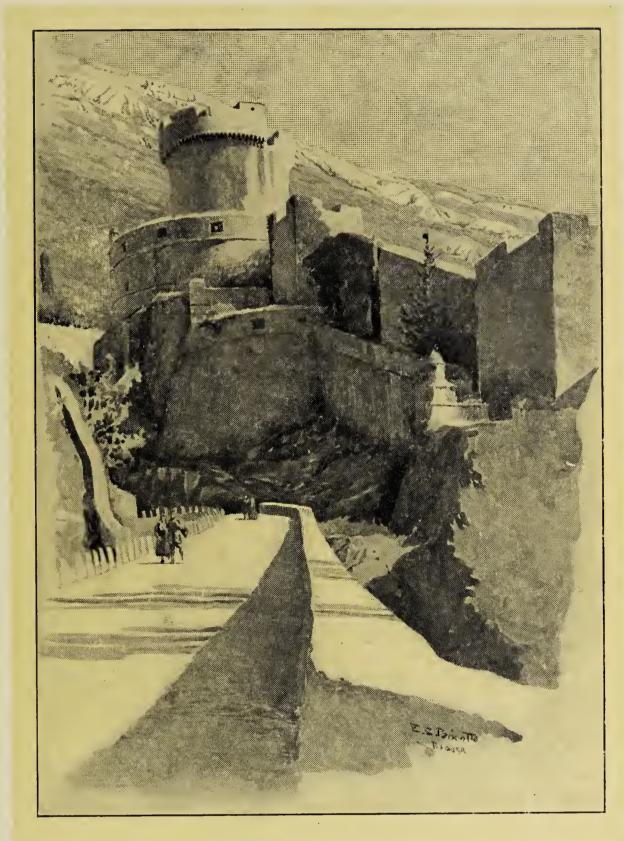


III

RAGUSA AND CATTARO

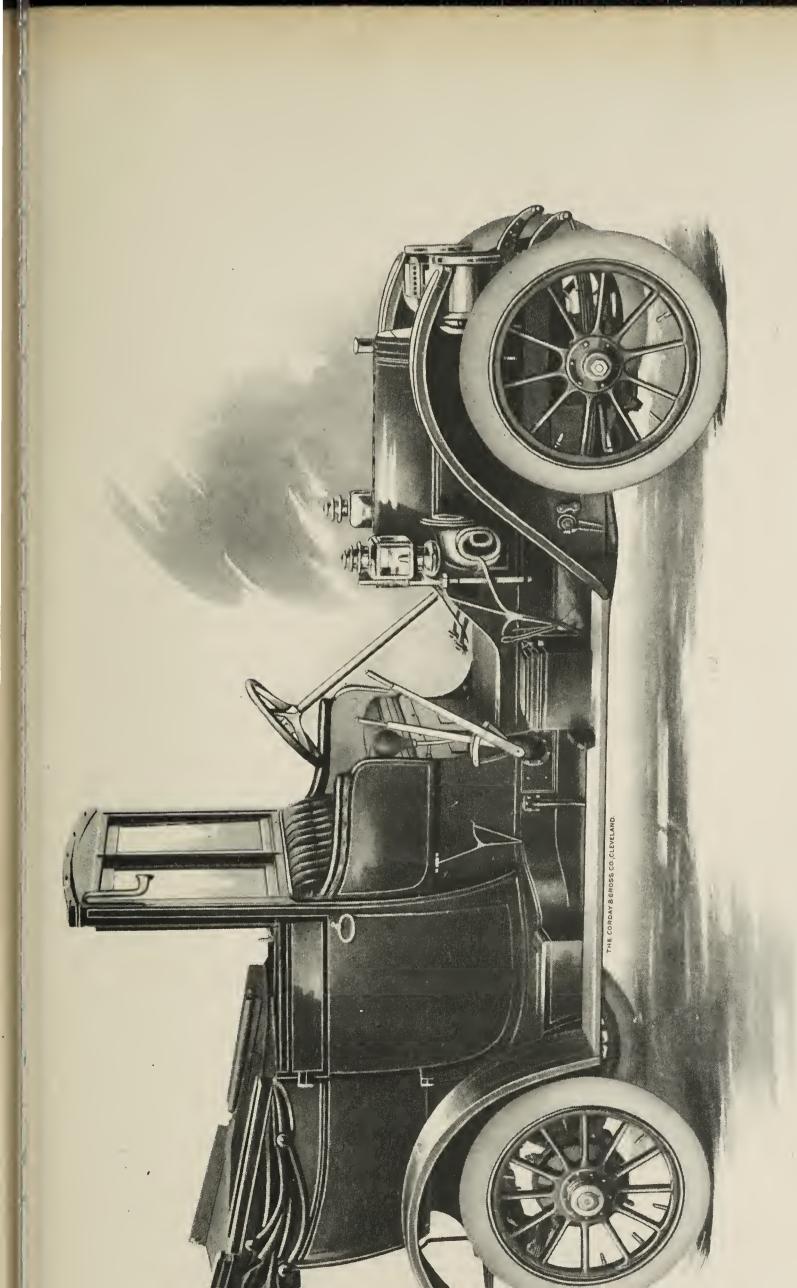
FTER leaving the Trebisnjica with the moon shining on its waters or hiding behind the racing clouds, our train crossed the mountains, then corkscrewed in wide loops down the peaks. Far below in fathomless hollows lay villages, slumbering on hill-tops, with here and there a light gleaming from a tardy window. Villas along the Ombla filed by in ghostly procession and we stopped at Gravosa.

It is almost midnight. It has rained, but the night air is soft and fresh. Other carriages starting with ours run a mad race along the road. The horses, their heads toward home, take the hills at a trot and descendatagallop. Vague forms, half seen in the misty moonlight, speed by: pointed cypress tops and many-fingered pines; the tall shafts of aloes; overhanging fir boughs; a belfry framing in a big, black bell, narrow stairs climbing into the night; on the one hand conscious of the mountains, on the other, of precipices and the sea, the sound of whose tossing surf comes faintly to our ears. Suddenly a dark



MINCETTA TOWER, RAGUSA

From "By Italian Seas"
Copyright, 1906, by Charles Scribners' Sons, N. Y.



LLUSTRATION BY RUBBER OFF-SET PROCESS

THE RUBBER OFF-SET PROCESS



ONSIDERABLE interest is attached to the illustration on the first page of this signature in that it is executed by the comparatively new rubber

off-set process on ALEXANDRA JAPAN. It shows half-tones and coated papers are no longer a necessity for a wide range of illustrative matter.

The mere fact that an Antique stock, with so much in its favor, can be used in preference to a coated stock, is an advantage sufficient to commend the process. When considered in connection with the results, both artistic and practical, the effect is certainly everything to be desired.

Further specimens of this work on ALEXANDRA JAPAN will be gladly submitted to anyone contemplating its use.





This and the next page show Metzograph Engravings. Drawings and Plates by Eclipse Electrotype & Engraving Company, Cleveland



Alexandra Japan

HE nature of the paper, its two surfaces, the three weights and two colors unite to make a sheet that has a multitude of uses. As one glances through the book, the paper and the different illustrations will suggest how it can be used to advantage and profit.

Also the processes of reproduction are not limited. The chief use will, of course, be by the letterpress. The paper gives a good, clean, sharp impression with minimum wear. When half-tones are used the 122 line screen is the best, although we show on the 50 lbs., Cream, Plate Finish, a 133 line and the results are splendid. The metzograph screen is used with pleasing effect on this sample. Subjects of a sketchy character are to be preferred for the half-tone and the metzograph, although not a necessity. Illustrations by the rubber off-set and the photogravure processes are shown and the notes accompanying these specimens tell their stories.

MITTINEAGUE PAPER COMPANY

Alexandra Japan

This section shows the 150 pounds thickness—an addition to the line. For many classes of work it certainly has its advantages. The kinds of work and the advantages are suggested by the following specimens.

This weight in connection with any of the other weights in the line enable one to produce both a harmonious piece of printing and one that has every element of attractiveness.

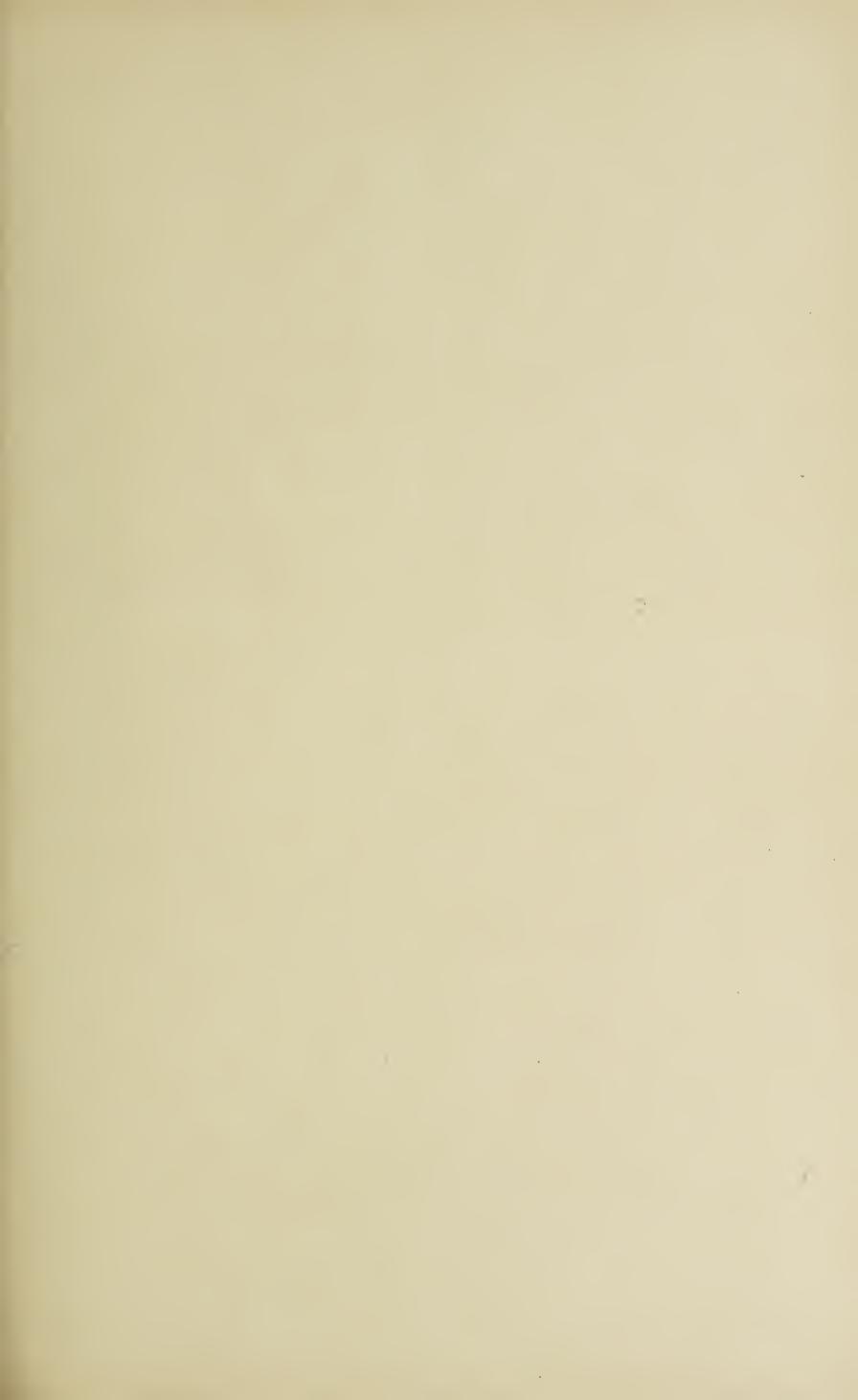
¶Manufactured as follows:

| No. | Weight | Color | Finish | Code |
|-----|----------|-------|---------|---------|
| 92 | 150 lbs. | Cream | Antique | Hoshi |
| 93 | 150 lbs. | Cream | Plate | Katsura |
| 94 | 150 lbs. | White | Antique | Okabe |
| 95 | 150 lbs. | White | Plate | Oura |

¶25 x 38 size; Deckle Edges long way of the sheet; 500 sheets to the ream and wrapped in 100 sheet packages. Special sizes and weights made in ton lots of a kind. ¶Sheets for proving and dummy purposes furnished by Agents or by us.

Mittineague Paper Company

The "STRATHMORE QUALITY" Mills





SOUP.

Clear Green Turtle

Puree Windsor, Crontons

RELISHES.

Olives

Mixed Pickles

Pickled Onions

Chow Chow

Kalamazoo Celery

FISH,

Baked Lobster en Shell, Diable

Filet of Sole, au Vin Blanc, pommes Duchess

ENTREES,

Sweetbread Patties, a 'la Sharon House

Chicken Livers, Saute, aux Champignons

French Toast, Orange Fruit Sauce

ROAST,

Prime Ribs, New York Beef, au jus

Sharon Spring Lamb, Mint Sauce, demi glace

VEGETABLES.

Boiled Potatoes

Mashed Potatoes

Green Peas

Boiled Rice

Succotash

Oyster Bay Asparagus

DESSERT.

Cold Lemon Soufflee Pudding, Maraschino Sauce

Apple

Peach

Coccanut

Custard Pie

Tutti Frutti Ice Cream

Jelly au Kirsch

Tea

Coffee

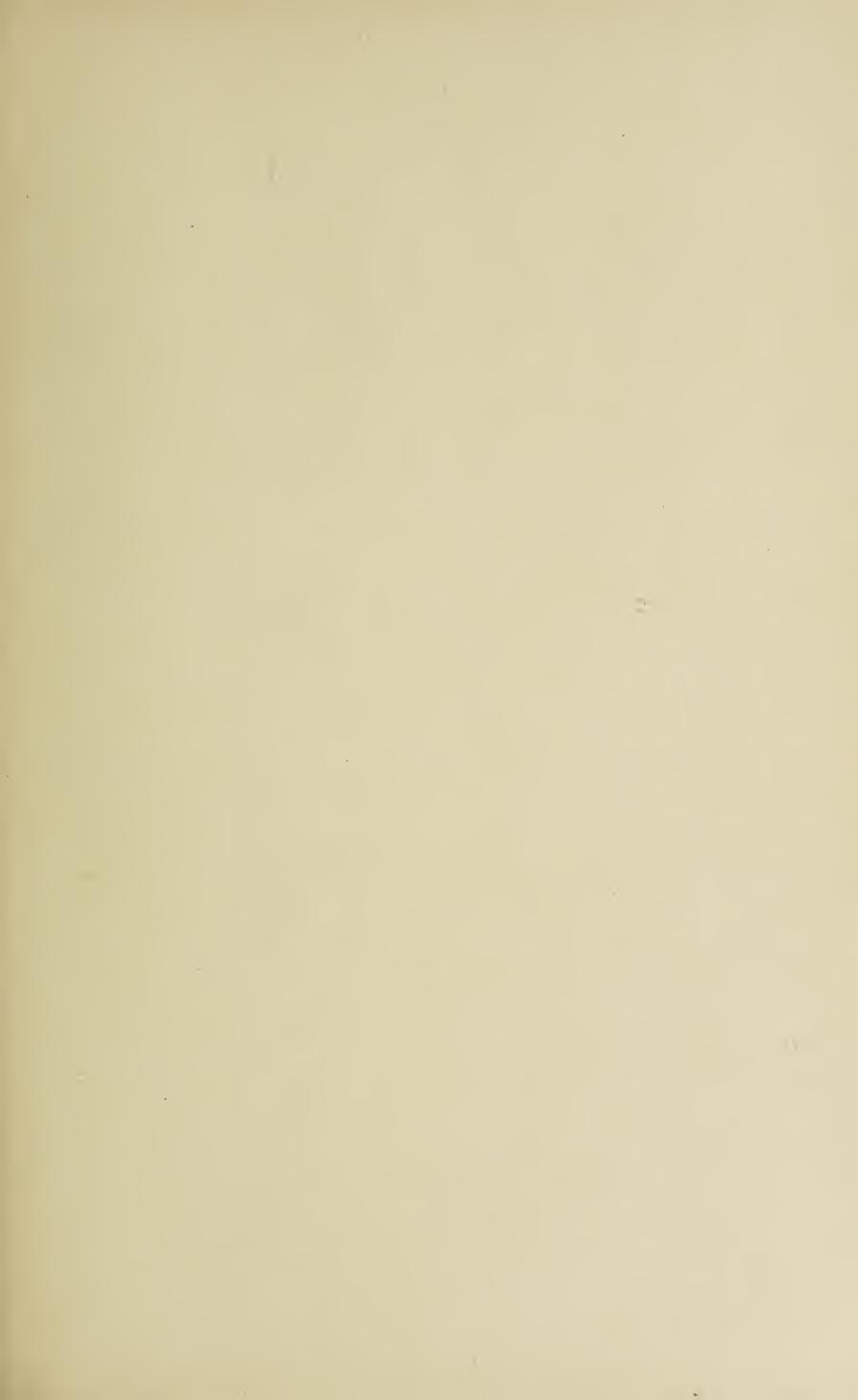
Meals Served in Room Charged Extra.



Why I Believe in the Kind of American Journalism for Which The Outlook Stands

> By Theodore Roosevelt





Annual Banquet
of the
Printers Board of Grade

ano

The Typothetae

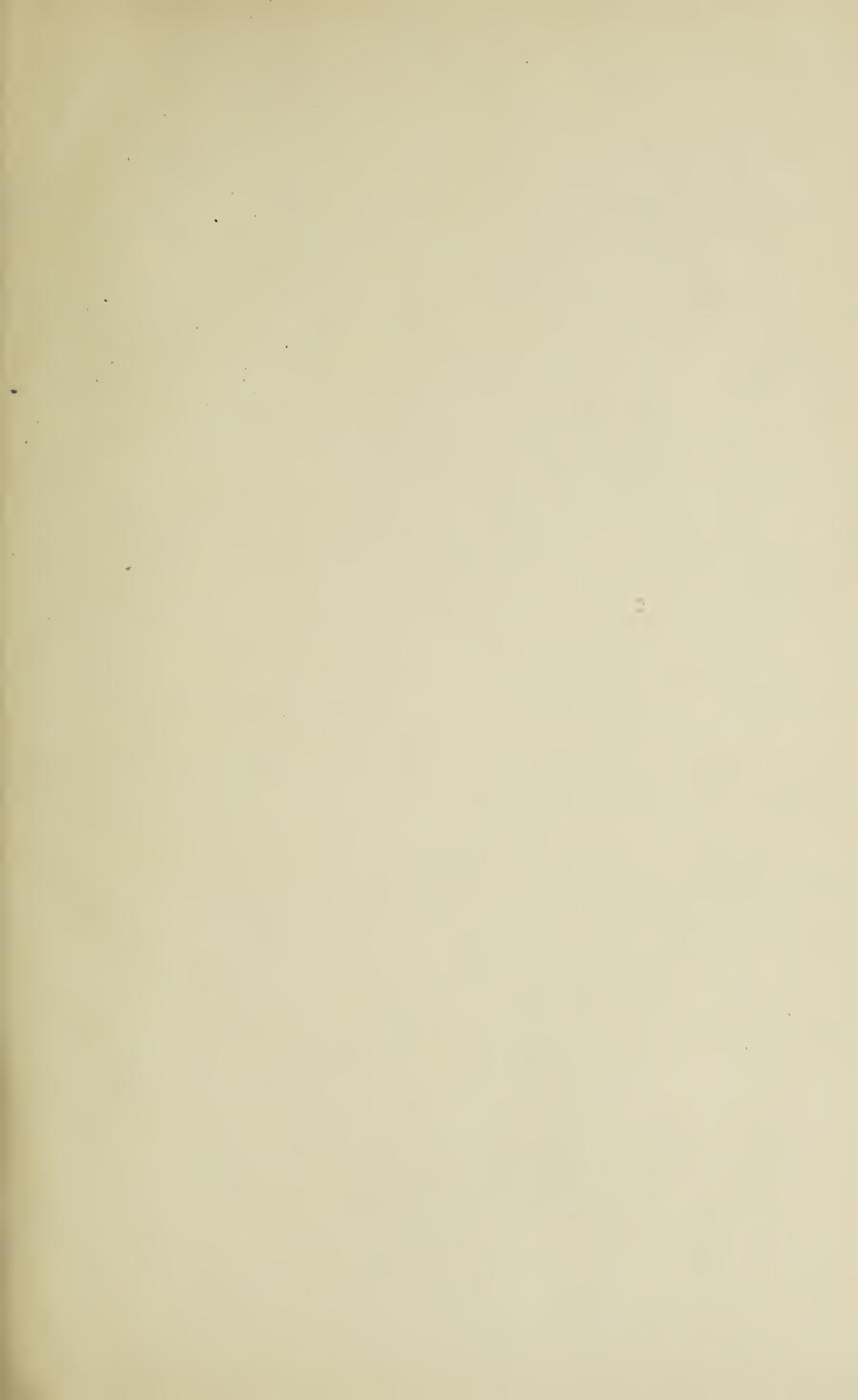
of Philadelphia

January 22 1909





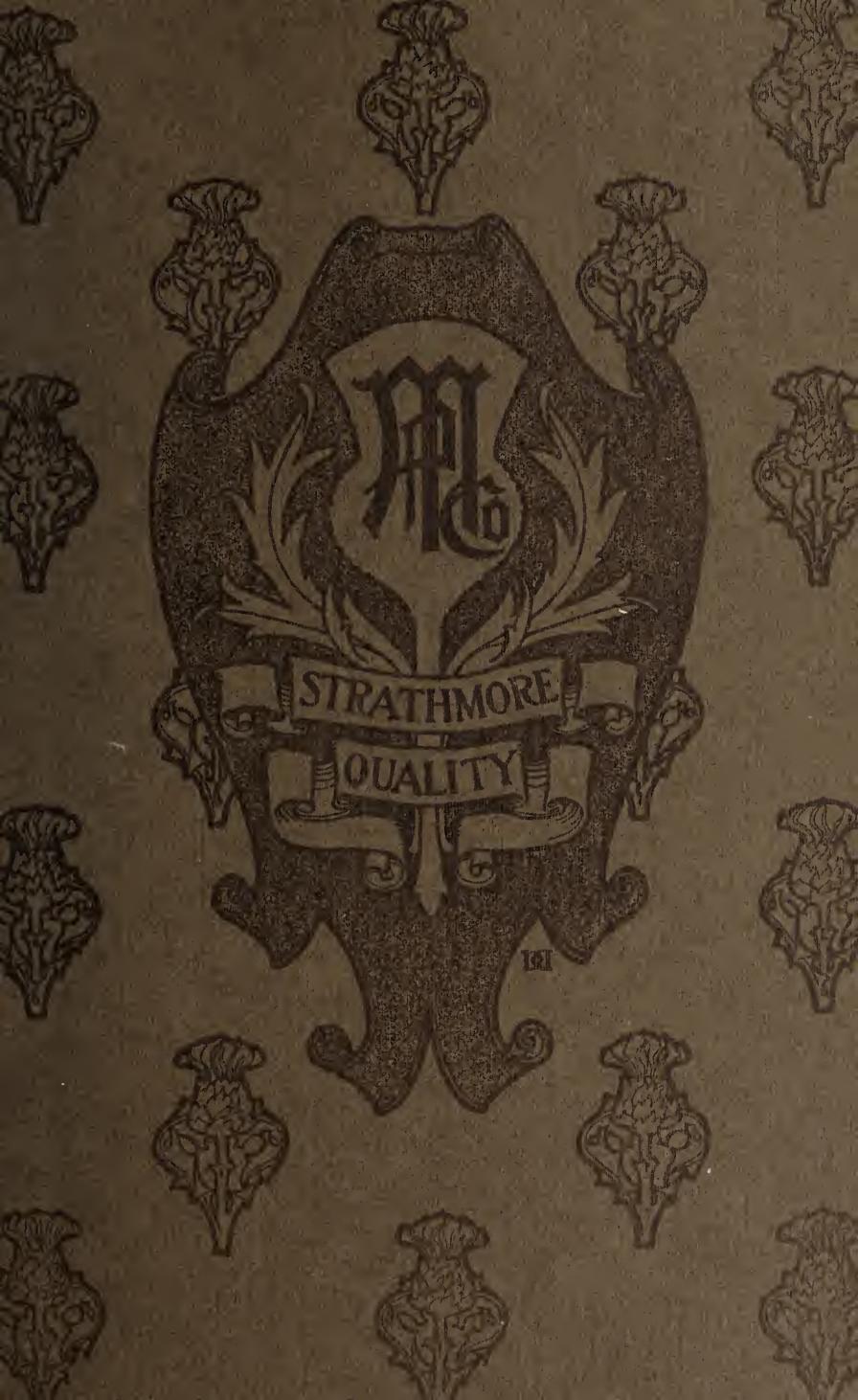




1







Manufactured by



Mittineague Paper Company

The "Strathmore Quality" Mills Mittineague, Mass., U.S.A.



Sample of Old Cloister Cover

Selician Brown, Deckle Edge: 20½ x 25, 23 x 28½, Light and He vy weight. Cover made from Heavyweight, End and Fly-leaves from Lightweight

EDITION 3. SERIES 230. ISSUED 6-1-10